



KSTU
5020 W. Amelia Earhart Dr.
Salt Lake City, UT 84116
(801)532-1300

CONTRACT

<u>Contract / Revision</u> 572113 /		<u>Alt Order #</u>
<u>Product</u> Matheson for Congress 2012		
<u>Contract Dates</u> 09/04/12 - 09/09/12		<u>Estimate #</u> 11756
<u>Advertiser</u> Matheson/D/Congress		<u>Original Date / Revision</u> 08/30/12 / 08/30/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSTU	<u>Account Executive</u> Kent Carbon	<u>Sales Office</u> Salt Lake City
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Media Strategies & Research
1580 Lincoln St
Suite 510
Denver, CO 80203

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	13	09/04/12	09/09/12	M-F 5a-530a	5a-530a		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	---T---				1	\$175.00			
N 2	13	09/04/12	09/09/12	M-F 530a-6a	530a-6a		:30			NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-1111--				4	\$175.00			
N 3	13	09/04/12	09/09/12	M-F 6a-7a	6a-7a		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-T-----				1	\$375.00			
N 4	13	09/04/12	09/09/12	M-F 7a-8a	7a-8a		:30			NM	4	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-1111--				4	\$375.00			
N 5	13	09/04/12	09/09/12	M-F 8a-9a	8a-9a		:30			NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-1111--				4	\$300.00			
N 6	13	09/04/12	09/09/12	Sa 7a-9a	7a-9a		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----1-				1	\$325.00			
N 7	13	09/04/12	09/09/12	Su 7a-9a	7a-9a		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----1				1	\$325.00			
N 8	13	09/04/12	09/09/12	M-F 11a-12p	11a-12p		:30			NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	--1-1--				2	\$175.00			
N 9	13	09/04/12	09/09/12	M-F 3p-4p	3p-4p		:30			NM	6	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-2121--				6	\$200.00			
N 10	13	09/04/12	09/09/12	M-F 530p-6p	530p-6p		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-1--1--				2	\$400.00			
N 11	13	09/04/12	09/09/12	M-F 9p-1005p	9p-1005p		:30			NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	--1-1--				2	\$1,500.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



KSTU
5020 W. Amelia Earhart Dr.
Salt Lake City, UT 84116
(801)532-1300

Contract / Revision	Alt Order #
572113 /	

Contract Dates	Product	Estimate #
09/04/12 - 09/09/12	Matheson for Congress	11756

Advertiser	Original Date / Revision
Matheson/D/Congress	08/30/12 / 08/30/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
N 12	13	09/04/12	09/09/12	Sa 9p-1005p	9p-1005p		:30			NM	1	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		09/03/12	09/09/12	-----1-				1	\$800.00			
N 13	13	09/04/12	09/09/12	Su 9p-1005p	9p-1005p		:30			NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		09/03/12	09/09/12	-----1				1	\$1,000.00			
Totals											30	\$11,750.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/09/12	30	\$11,750.00	\$9,987.50
Totals	30	\$11,750.00	\$9,987.50

Signature: _____ **Date:** _____

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Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



Station Order Revised

Matheson for Congress 2012

Market: Salt Lake City-Ogden

Estimate ID

Flight Dates: Tuesday, September 04, 2012 to Sunday, September 09, 2012

11756

Contact: Kent Carbon

Phone: 801-532-1300

Email: kent.carbon@fox13now.com, Diana.Evans@fox13no

Fax: 801-536-1334

Direct: 801-536-1338

KSTU-TV

Program Name	DP	Days Length	Gross Rate	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Sep 04	Sep 05	Sep 06	Sep 07	Sep 08	Sep 09	
KSTU 5a News	EM	M-F	\$175.00			1				1
5:00 AM 5:30 AM		30	\$175.00							
Sold out at LUR per KSTU. Move to L2 to clear.										
KSTU 5:30a News	EM	M-F	\$175.00	1	1	1	1			4
5:30 AM 6:00 AM		30	\$700.00							
Sold out at LUR per KSTU. Move to L2 to clear.										
KSTU 6a News	EM	M-F	\$375.00	1						1
6:00 AM 7:00 AM		30	\$375.00							
Sold out at LUR per KSTU. Move to L2 to clear.										
KSTU 7a News	EM	M-F	\$375.00	1	1	1	1			4
7:00 AM 8:00 AM		30	\$1,500.00							
Sold out at LUR per KSTU. Move to L2 to clear.										
KSTU 8a News	EM	M-F	\$300.00	1	1	1	1			4
8:00 AM 9:00 AM		30	\$1,200.00							
Saturday 7a News	EM	Sa	\$325.00					1		1
7:00 AM 9:00 AM		30	\$325.00							
Sold out at LUR per KSTU. Move to L2 to clear.										
Sunday 7a News	EM	Su	\$325.00						1	1
7:00 AM 9:00 AM		30	\$325.00							
Sold out at LUR per KSTU. Move to L2 to clear.										
KSTU 11a News	DT	M-F	\$175.00		1		1			2
11:00 AM 12:00 PM		30	\$350.00							
Sold out at LUR per KSTU. Move to L2 to clear.										
Judge Judy	EF	M-F	\$200.00	2	1	2	1			6
3:00 PM 4:00 PM		30	\$1,200.00							
KSTU 5:30p News	EN	M-F	\$400.00	1			1			2
5:30 PM 6:00 PM		30	\$800.00							
Sold out at LUR per KSTU. Move to L2 to clear.										
KSTU 9p News	LN	M-F	\$1,500.00		1		1			2
9:00 PM 10:00 PM		30	\$3,000.00							
Sold out at LUR per KSTU. Move to L2 to clear.										
Saturday 9p News	LN	Sa	\$800.00					1		1
9:00 PM 10:00 PM		30	\$800.00							
Sold out at LUR per KSTU. Move to L2 to clear.										

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 8/30/2012 11:49:08 AM

KSTU-TV

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suzannel@mediastategies.com



Station Order Revised
Matheson for Congress 2012

Market: Salt Lake City-Ogden

Estimate ID

Flight Dates: Tuesday, September 04, 2012 to Sunday, September 09, 2012

11756

Contact: Kent Carbon

Phone: 801-532-1300

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Fax: 801-536-1334

Direct: 801-536-1338

KSTU-TV

				Tue	Wed	Thu	Fri	Sat	Sun		
				Sep	Sep	Sep	Sep	Sep	Sep		
				04	05	06	07	08	09		
Program Name	DP	Days Length	Gross Rate							Total	
Sunday 9p News	LN	Su	\$1,000.00						1	1	
9:00 PM 10:00 PM		30	\$1,000.00								
Station Gross Totals			\$11,750.00	7	6	6	7	2	2	30	

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

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Date/Time Sent: 8/30/2012 11:49:08 AM

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